

Message Text

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PAGE 01 STATE 014872
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R 191629Z JAN 78
FM SECSTATE WASHDC
TO AMEMBASSY BOGOTA
INFO AMCONSUL MEDELLIN

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E.O. 11652:N/A

TAGS: BEXP, CO

SUBJECT:FY 78 CCP, CAMPAIGN 3, ACTION 4

REF: BOGOTA 11838

1. REGRET DELAY IN ANSWERING REFTEL. USDOC CMM AND COUNTRY SPECIALIST UNABLE TO RECALL RATIONALE FOR INCLUDING INDUSTRY EXPERT IN MINI SEMINARS TO BE CONDUCTED IN PRINCIPAL AGRICULTURAL AREAS ON FOOD PROCESSING AND PACKAGING EQUIPMENT. NO 'SPECIAL FILM PACKAGE WITH INDUSTRY EXPERT' CURRENTLY EXISTS. JOE SMITH, MEDELLIN, MAY HAVE BETTER RECALL RATIONALE FOR THIS CAMPAIGN ACTION.

2. USDOC CURRENTLY PRODUCING VTR ON PACKAGING INDUSTRY IN COOPERATION WITH PMI, PACKAGING MACHINERY INSTITUTE. VTR TO BE TRANSLATED INTO SPANISH AND TO BE AVAILABLE WITH INDUSTRY EXPERT FOR LATIN AMERICAN TOUR LATE 1978 OR EARLY
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1979. NO FOOD PROCESSING VTR CURRENTLY SCHEDULED. SINCE COLOMBIA CURRENTLY SCHEDULED FOR FOOD PROCESSING CATALOG SHOW (CS) IN MARCH 1979, WE WILL REVIEW POSSIBILITY OF COMBINING CS AND VTR.

3. MEANWHILE, IF EMBASSY WISHES TO USE USIA FILM PACKAGE IN FY 78 CCP, USDOC SUGGESTS USE OF LOCAL REPRESENTATIVE(S)

OF U.S. EQUIPMENT. LOCAL AGENT OR GROUP OF AGENTS MAY WELL BE INTERESTED IN A ROAD SHOW. COSPONSORSHIP OF U.S.G. AND USIA FILMS WOULD MAKE ATTRACTIVE DRAWING CARD FOR PROSPECTIVE CUSTOMERS. LOCAL AGENT, IN TURN, MIGHT INTEREST U.S. PRINCIPALS IN LOCALLY ORGANIZED EVENT.

4. USDOC NOTES THAT PACKAGE MACHINERY COMPANY, EAST LONG-MEADOW, MASSACHUSETTS 01028, EXTREMELY ACTIVE IN COLOMBIAN MARKET AND USUALLY PARTICIPATES IN BOGOTA INTERNATIONAL FAIR. LOCAL AGENT OF PACKAGE MACHINERY COMPANY MIGHT BE GOOD CONTACT TO EXPLORE FEASIBILITY THIS PROJECT.

5. USDOC RECOGNIZES EMBASSY WILL BE INCREASINGLY DEVOTING SUBSTANTIAL EFFORT TO BOGOTA INTERNATIONAL FAIR. SUGGESTIONS PRESENTED HERE WOULD ALSO BE TIME CONSUMING. EMBASSY SHOULD REVIEW THIS CAMPAIGN ACTION AND DETERMINE WHETHER RESULTS WILL MERIT EFFORT REQUIRED FOR SUCCESSFUL PRESENTATION. ADVISE RESULTS YOUR REVIEW SO CCP CAN BE ADJUSTED IF NECESSARY. CHRISTOPHER

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